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THEY'VE GOT THE IDEA—

CALL FOR PHILIP MORRIS

TRUE SMOKING PLEASURE—WITHOUT SMOKING PENALTIES!

DO YOU INHALE?

All smokers do—some of the time

IT'S easy to understand that when you do inhale — consciously or unconsciously — there's increased exposure to irritation! Here's something vital — long known to eminent medical authorities:

4 other leading brands of cigarettes were found to average 235% more irritant than the strikingly contrasted Philip Morris — and further, the irritation was found to last more than five times as long!

So — especially if you inhale — Call for Philip Morris — complete smoking pleasure, unmarred by throat irritation! Philip Morris' superiority for the nose and throat is recognized by eminent medical authorities: no other cigarette can make that statement!

AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

"MY JOB'S A PICNIC..

All I do is remind you... there's a vital difference that makes you want PHILIP MORRIS"

YES... a vital difference in manufacture... brings *to you* a vital difference, of smoking enjoyment without smoking penalties. For, as a group of distinguished doctors found*

—WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT—DUE TO SMOKING—CLEARED COMPLETELY, OR DEFINITELY IMPROVED.

**Reported in authoritative medical journals*

CALL FOR PHILIP MORRIS

America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

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